

**REMARKS**

To reduce the issues under consideration, and clarify the distinctions over the prior art, all of the previously pending have been cancelled, and new claims 74-80 are presented herein.

Claim 74 recites a system for presenting customized information at an electronic commerce site. The claimed system includes a database that stores information relating to products offered by a vendor, and an administration application that enables an administrator to record configuration data in the database that defines a custom store. The claimed system further includes a custom store application that is responsive to a request for access to the vendor's electronic commerce site to determine whether the request originated from a predetermined host. If the request originated from the predetermined host, the custom store application generates and returns a custom store page that is based upon the configuration data.

For example, as described in the application with reference to Figure 4, a customer can access the vendor's electronic commerce site by means of a web page associated with a particular organization that has established a custom store, such as a university. If the customer accesses the electronic commerce site via this route, the custom store application is able to determine that the request originated from the university website. In that case, therefore, the custom store retrieves the configuration data relating to the university's custom store, and returns a web page relating to the custom store, rather than the main web page of the electronic commerce site. If the customer attempts to access the custom store via a different

route, for example by directly entering the URL for the custom store page, such access is denied.

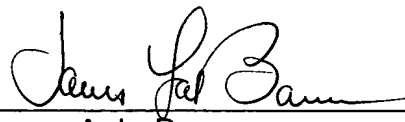
It is respectfully submitted that the cited references do not disclose this claimed subject matter. Specifically, they do not disclose the concept of returning a custom store page in dependence upon whether a request for access to an electronic commerce site originated from a predetermined host, e.g. a university server. Rather, to the extent that the references disclose the display of customized information at an electronic commerce site, such display is dependent upon the identification of the user, rather than upon recognition of the host from which a request was sent.

Reconsideration and withdrawal of the previous grounds of rejection and favorable consideration of the newly presented claims is requested.

Respectfully submitted,

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